

determining which of at least two sellers could satisfy a conditional purchase offer;

C¹ identifying one of the at least two sellers as a priority seller; and

providing the priority seller with a first look opportunity to satisfy a conditional purchase offer.

9. (Amended) An allocation method in a buyer-driven system in which conditional purchase offers are received and considered by or on behalf of a plurality of sellers, the conditional purchase offers each including (1) a buyer-specified price for a good or service and (2) a payment identifier specifying a financial account to be used to pay for said good or service upon acceptance of a conditional purchase offer by a seller, comprising:

C² identifying one of at least two sellers as a priority seller, wherein identifying one of at least two sellers as a priority seller includes: determining a number of first look opportunities due to the at least two sellers; determining a number of first look opportunities given to the at least two sellers; and identifying one of the at least two sellers with the largest deficiency between opportunities given and opportunities due as the priority seller; and

providing the priority seller with a first look opportunity to satisfy a conditional purchase offer.

10. (Amended) An allocation method in a buyer-driven system in which conditional purchase offers are received and considered by or on behalf of a plurality of sellers, the conditional

purchase offers each including (1) a buyer-specified price for a good or service and (2) a payment identifier specifying a financial account to be used to pay for said good or service upon acceptance of a conditional purchase offer by a seller, comprising:

C² identifying one of at least two sellers as a priority seller, wherein identifying one of at least two sellers as a priority seller includes: determining a percentage of first look opportunities due to the at least two sellers based on an adjusted market share; determining a percentage of first look opportunities given to the at least two sellers; and identifying one of the at least two sellers with the largest deficiency between percentage of first look opportunities given and percentage of first look opportunities due as the priority seller; and

providing the priority seller with a first look opportunity to satisfy a conditional purchase offer.

12. (Amended) An allocation method in a buyer-driven system in which conditional purchase offers are received and considered by or on behalf of a plurality of sellers, the conditional purchase offers each including (1) a buyer-specified price for a good or service and (2) a payment identifier specifying a financial account to be used to pay for said good or service upon acceptance of a conditional purchase offer by a seller, comprising:

C³ identifying one of at least two sellers as a priority seller, wherein identifying one of at least two sellers as a priority seller includes: determining a market share for each of the at least two sellers; and identifying one of the sellers having the largest market share that could also satisfy the conditional purchase offer as the priority seller; and

C3 providing the priority seller with a first look opportunity to satisfy a conditional purchase offer.

C4 32. (Amended) A system for allocation in a buyer-driven system in which conditional purchase offers are received and considered by or on behalf of a plurality of sellers, the conditional purchase offers each including (1) a buyer-specified price for a good or service and (2) a payment identifier specifying a financial account to be used to pay for said good or service upon acceptance of a conditional purchase offer by a seller, comprising:

means for determining which of at least two sellers could satisfy conditional purchase offer;

means for identifying one of the at least two sellers as a priority seller; and

means for providing the priority seller with a first look opportunity to satisfy a conditional purchase offer.

C4 36. (Amended) A system for allocation in a buyer-driven system in which conditional purchase offers are received and considered by or on behalf of a plurality of sellers, the conditional purchase offers each including (1) a buyer-specified price for a good or service and (2) a payment identifier specifying a financial account to be used to pay for said good or service upon acceptance of a conditional purchase offer by a seller, comprising:

means for identifying one of at least two sellers as a priority seller, wherein means for identifying one of at least two sellers as a priority seller includes: means for determining a number of first look opportunities due to the at least two sellers; means for determining a number of first look opportunities given to the at least two sellers; and means for identifying one of the at least

two sellers with the largest deficiency between opportunities given and opportunities due as the priority seller; and

means for providing the priority seller with a first look opportunity to satisfy a conditional purchase offer.

C4 37. (Amended) A system for allocation in a buyer-driven system in which conditional purchase offers are received and considered by or on behalf of a plurality of sellers, the conditional purchase offers each including (1) a buyer-specified price for a good or service and (2) a payment identifier specifying a financial account to be used to pay for said good or service upon acceptance of a conditional purchase offer by a seller, comprising:

means for identifying one of at least two sellers as a priority seller, wherein means for identifying one of at least two sellers as a priority seller includes: means for determining a percentage of first look opportunities due to the at least two sellers based on an adjusted market share; means for determining a percentage of first look opportunities given to the at least two sellers; and means for identifying one of the at least two sellers with the largest deficiency between percentage of first look opportunities given and percentage of first look opportunities due as the priority seller; and

means for providing the priority seller with a first look opportunity to satisfy a conditional purchase offer.

C5 39. (Amended) A system for allocation in a buyer-driven system in which conditional purchase offers are received and considered by or on behalf of a plurality of sellers, the conditional